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And It's No Picnic



This photo was taken at the Famous Players Canadian Corp. annual picnic at St. Andrew's Golf Club, June 23rd, and will give you, our readers, a good laugh, as it gave us. "Working again tonight dear" is not as glamorous a job as the picture would lead you to think. The exhibitors are on the job every night and it's no picnic.

STORAGE / ROUTE

14th ANNUAL DIGEST SHOWMANSHIP CONTEST NOW!



TURN IT OFF, GIRLS!

You have *never* in all your TV days witnessed a scene as sizzling as this movie love duel —————→ between the red-headed temptress and the desperate outlaw!

ROBERT TAYLOR has just slapped gorgeous AVA GARDNER! Why? Because suddenly she kissed him with mad abandon, while her rancher-husband HOWARD KEEL was away!



Between them — a strange secret fire.

(Right: the striking 24-sheet cut-out)



It's been a long time since the screen has blazed forth such a bold, hot-blooded story as this—the romance of

THE GIRL AND THE GUN-FIGHTER!

In Full Flaming Color M-G-M brings you a Spectacular Drama of Great Adventure.

"RIDE, VAQUERO!"

(THE BEAUTY AND THE OUTLAW)

M-G-M presents Robert Taylor • Ava Gardner
Howard Keel in "RIDE, VAQUERO!" • Print
by Technicolor • Photographed in Ansco Color
with Anthony Quinn • Kurt Kasznar
Screen Play by Frank Fenton • Directed by
John Farrow • Produced by Stephen Ames

Note to theatre Ad Men:
Please save these ideas
and copy angles for your
campaign.



Ray Presents



I WAS sitting in my garden, thinking about all the glowing terms which are applied to relaxation and leisure, and without depreciating their respective values, I think that relaxation and leisure are just wonderful when one is very busy, active and healthy.

The doctors prescribe them both, when one is both healthy and when one is ill.

May I advise you, from the experience which I have had, that in testing the efficacy of relaxation and leisure, when one is ill, brings no satisfaction, for there is no joy in either of them, providing you are so ill that you cannot move, and if in the latter condition, there is no joy, as we moderns say, "period."

WHEN your doctor tells you that you are ill, and that you need a holiday, a rest, he is advising you to relax in order to give The Great Physician and Mother Nature an unobstructed opportunity to heal what he cannot heal with medicine, or surgery.

IN OUR body there are millions of cells, each one which has a job to do, and each one has an intuitive desire to live to perform its functions. Therefore, in an effort to get well again, we have this army of workers working with us in co-operation.

NOW, would it not be much better for us to co-operate with these workers, while we are active and well, instead of working them so hard that we obstruct their functions? Here is where relaxation and leisure could be utilized to the best advantage.

I can hear you say, "Look, who is talking." You are justified in expressing such an opinion, but, if you take my advice, you will, perhaps, save yourself my painful experience and, at least, I am giving it to you, not in the form of a death-bed confession, for I am not so ill that I cannot see the folly of my former way of life, and live by a resolve to live wiser and better.

YOU would be surprised how difficult it is, for people who have always been healthy and active, to relax and experience what is meant by leisure.

I can describe it best, to those who have not experienced the sensation, by asking them if they have ever visited a zoo, and watched a lion circle inside of his cage, pass back and forth behind the bars in imprisonment.

I CONCEDE that not all of us are lions, some of us may be a Mickey Mouse, but if Mickey Mouse feels like a lion, it is the mental picture, which Mickey Mouse has of himself, which stimulates the motion of his activities, and irrespective of his stature, his position, if his production-activities take on the size of a lion, some one is going to recognize the roar, call him a lion; for the effect of what he is doing would never squeak, and lead anyone to imagine that a Mickey Mouse was in our streets.

Getting back to the garden, I saw a baby robin on a branch of the tree under which I sat. I talked to it in the same language as I use to my budgie, and it fluttered its wings and answered me. Suddenly it flew towards me, flying very low, and brushing against my lap. If it had stayed in my lap, I assure you, I would have fallen off my chair with excitement, but it just winged me, for its mother, on a telephone wire, was watching it, and gave a call of warning, whereupon the baby robin changed its mind and flew away.

HOW do I know it was a note of warning? When you have a dog, or a cat, or a horse, or a bird, you learn to understand their language, and you can distinguish the difference in sounds which they make, and in their actions.

But, it is time I got out of the garden, and talked about Show Business.

EVERYONE appears to be amazed at the business which J. Arthur Rank's Coronation picture is doing. A Queen Is Crowned.

When I say everyone, I am including J. Arthur Rank, John Davis and executives of the J. Arthur Rank Organizations in England and in other parts of the world, including Canada.

The business on this picture, in the United States, substantiates and confirms what I said about the attitude of the people of the United States in respect to Royalty.

Despite the fact that the Fathers of Independence left England, and were responsible for the formation of a Republic, there is a kinship as between the U.S. and England; and there is something about Royalty which has a glamorous appeal to the U.S. and to some other Republics of the world.

WE ARE always using the words King, Queen, Prince, Princess to designate some tribute, and with which to make some compliment.

Industry and merchandising are always crowning someone, irrespective of whether it is a Beauty Queen, or Queen of the Apple Crop, or King of the Wheat Crop, etc., etc.

A man is referred to as "A Prince of good fellows," "A Prince Charming," and a girl may be said to "Move like a Princess," to be "As pretty as a fairy Princess," "To have a Queenly grace."

In Biblical language we refer to "The King of Kings," and "Kingdom of Heaven," "the Queen of Queens." Therefore, it is not surprising that Kingship and Queenship are very close to us.

WHEN we consider what the people of Britain have gone through in World War II, and in the post-war years, not depreciating, or discounting the sufferings and the hardships endured by other peoples of other countries, we can imagine what hopes were centralized in the Coronation of Queen Elizabeth II, and how those in charge of the Coronation arrangements must have directed their efforts to not only put on the biggest and most impressive show, for the benefit and the uplift of the peoples who hail Queen Elizabeth II as Queen, but to cast a magic spell of beauty, faith, hope, youth, and romance over a wearied and gray-haired old Man-World, whose left hand rests upon a Bible, whose right hand rests upon an atom bomb, while his eyes seek to penetrate the clouds through which a Jet seeks to make another record with which to feather the wings of speed.

The magic, the youth, the beauty, the faith, the hope, the romance, the tradition are all contained in the picture, A Queen Is Crowned, and I hear no exhibitor say of it, "It's just documentary."

To the peoples of Britain what is pictured therein is reminiscent of those heartening lines found in Scott's Lady of the Lake, "Come on Future, we've our back against The Past."

THE I. F. D. Coronation picture, Elizabeth Is Queen, although somewhat shorter in length, is in beautiful color. I have not seen it, but I am told that it is an equally spectacular and impressive film.

Despite the novelty of the 3-D appeal, the Coronation films, and other entertaining features, are doing

(Continued on Page 6)

Toronto and District

By BILL PRESS

The annual headoffice picnic and dinner of Famous Players headoffice staff at St. Andrew's Golf Club proved to be a highly enjoyable occasion for more than 300 employees and executives.

A dinner feature was the induction of upwards of 30 new Ontario members of the 25-Year Club with President J. J. Fitzgibbons doing the honors, fitting remarks being added by Vice-President R. W. Bolstad and Division Manager Morris Stein.

Each of the veterans received a diamond emblem, membership certificate, \$100 bond and the privilege of an extended vacation with pay. Following the sports and banquet, the participants enjoyed dancing until a late hour.

It's nice to see the promotion of Barry Carnon, Fairlawn Theatre, Toronto, to manager of the Hyland in succession to Vic Nowe, who has taken over the reins of the ace Odeon Theatre, replacing Gerry Saunderson, resigned. Saunderson is planning to devote his attention to television, radio and stage work.

Coronation features continued to draw well in extended engagements in Toronto. In conjunction with its third week at the Odeon, "A Queen Is Crowned" went into four other units with the picture being bicycled between some of them because of the limited number of prints.

"Elizabeth Is Queen" had two good weeks at the University and Eglinton and was then transferred to the Bloor, Oakwood and Runnymede.

The Crescent Theatre, operated by R. E. Dawson, has withdrawn from the Foto-Nite group of Allied Theatres which continues with 17 exhibitors after more than three years of operation on a combined basis. The latest offer had reached the \$2,900 mark.

Two veteran personalities of screen and stage have been making personal appearances in the halls of Ontario cities outside of Toronto.

One was Gracie Fields, famous English comedienne, and the other was Edward Everett Horton. The latter was the headliner for the engagement of "Nina" at the Peterboro Collegiate Auditorium under the auspices of the Summer Theatre.

Gracie gave typical concerts in several school halls.

Ed Leigh, formerly manager of the Roxy Theatre, Dundas, has gained a promotion in being named assistant to Jim Harrison, headoffice publicity director in Toronto for Sam Fingold's National Theatres. Previous to going to Dundas Leigh was a manager at Brampton.

John Grant resigned as manager of the Roxy Theatre, Newmarket, to become manager of the Glebe Theatre, Ottawa, operated by H. Bessin. Grant is the one-time manager of the Elmwood Theatre, Toronto, and had been with the Biltmore in Kingston.

Maritime News

HELEN CROWLEY

The 'Casino' Theatre in St. Andrews, N.B., operated by the C.P.R. hotel, the Algonquin, opened last week for the summer season by showing the Twentieth Century-Fox picture, the 'Titanic'.

Mr. George M. Basha, an exhibitor from Stephenville, Newfoundland, was in Saint John this week.

A local distributor on a recent trip about the Maritimes called upon one of the old-time exhibitors, Mr. Liscombe. Mr. Liscombe, who has been in the motion picture business for forty-three years reminisced very entertainingly about the old, old days. Incidentally, he will be celebrating his eightieth birthday next month.

N F B



THE NEW CANADA CARRIES ON RELEASE

HERRING HUNT

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stirring picture of
B.C. herring fleets
IN ACTION

BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES

EVERY MONTH THROUGH
COLUMBIA PICTURES

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS
Editor-in-Chief

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JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.
HELEN CROWLEY.....Saint John, N.B.

Mr. Ken Pidgeon, who has been operating the 'Cameo' theatre in Kensington, P.E.I., is planning to rehabilitate a theatre at Borden, P.E.I., that at one time had been partially destroyed by fire.

The local Empire-Universal office was broken into early last Sunday morning. The thieves broke the catch on the window, stood on a basin in the girls' wash room in order to get over the partition —broke this plumbing fixture, and when the staff arrived Monday morning the floor was covered in several inches of water. Other than the fact that the staff had to 'swim' to their desks, nothing apparently had been disturbed.

Mr. Nat Green, a partner of Mr. Lou Weiner in the 'Russell' theatre, Glace Bay, is in New York visiting his daughter and her family. Mr. Green has just become a grandfather.

Prairie News

BRUCE PEACOCK

Construction of a \$250,000 combination drive-in theatre, restaurant, motel and service station at Chestermere Lake, near Calgary, Alta., is scheduled to begin this summer to permit operation by June 1, 1954. Tentative plans also call for later construction of a golf course, swimming pool, bowling alley, tennis court and children's playground.

Behind the venture is a group of Calgary businessmen headed by Paul Hansen, Calgary realtor. Plans call for a glass-fronted auditorium with a seating capacity of 300 to cater to those without cars or persons tired of sitting in cars. The drive-in will accommodate about 500 cars.

Timely arrival of a police constable thwarted a safe-cracking at the Paramount theatre, Lethbridge, Alta., recently. Finding an exit door open, the constable investigated and discovered an attempt had been made to punch the safe in the theatre office. It is believed the would-be safe-cracker heard the constable and escaped via the theatre roof.

TERRIFIC AT
MAYFAIR, N.Y.!

SOCKO IN
LOS ANGELES!

SMASHING
ALL-TIME

"DESERT FOX"

HOUSE RECORD

AT ODEON,
LONDON!



What a performance
from Richard Burton,
star of "The Robe"!

THE DESERT RATS

starring
RICHARD
BURTON · ROBERT
NEWTON

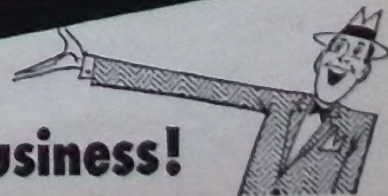
with Robert Douglas · Torin Thatcher
and JAMES MASON as ROMMEL

Produced by ROBERT L. JACKS

Directed by ROBERT WISE

Written by RICHARD MURPHY

There's No Business Like **20** Century-Fox Business!



Ray Presents

(Continued from Page 3)

good business, while *Moulin Rouge*, the Jose Ferrer wonder-picture, continues at the Hyland-Odeon, Toronto, and is now in its 8th week in Toronto. United Artists appear to be having a *Roman Holiday* of box-office hits.

LOOK back through the recent history of this company, how close it was to being out of business. The confusion which prevailed, the conflicting stories, the refusal of producers to give this company product, and realize where vision and hard-work, through manpower, has placed this company today. I heard, that in one week, the U. A. billings totaled over one million of dollars.

We must not forget, that in the most difficult year of U. A. history the exhibitors stepped into the breach with play-dates, and saved the company; and I am not forgetting that very recently a group of powerful exhibitors stepped into a breach for the management of 20th Century-Fox, plus the trade press, and helped substantially to get votes for the 20th Century-Fox management of the company. I like to remember these things when I take a look at the long and dismal table of legal actions.

AT THE Imperial, Toronto, RKO-Radio's release of Walt Disney's *Peter Pan* is showing, with \$1.00 top for adults and fifty cents for children, tax included, evenings after 6 p.m. Matinee prices are 75c for adults, 35c for children. On the same program is Disney's *True-Life Adventure*, *Bear Country*. Free every morning to the first hundred children, for the first week are *Peter Pan Hats*, which regularly sell for \$1.39.

At *Shea's* in its second week, Warner Bros. musical, *By the Light of the Silvery Moon*, color by Technicolor, starring Doris Day and Gordon MacRae. Full of tuneful songs, such as *Ain't We Got Fun*, *The Only Girl in the World*, *Your Eyes Have Told Me So*, *Be My Little Bumble Bee*, and a dozen other wooing and cooing melodies. By the *Light of the Silvery Moon* makes excellent summer fare.

JOHN WAYNE has another winner for Warner Bros. in *Trouble Along the Way*, with Donna Reed and Charles Coburn, playing at the Nortown. It is a popular picture.

The University and Eglinton Theatres, Toronto, have a big one in the 20th Century-Fox *Man On a Tightrope*, directed by Elia Kazan, from a screen story by Robert Sherwood.

Starting at the Odeon, Toronto is *Titanic*. What a break the *Dave Griesdorf Drive* has had in Toronto, *Moulin Rouge*, *A Queen is Crowned*, and now *Titanic*, which

should do a minimum of two weeks at the big Odeon house. All of which will mean three pictures in a period of about three months and all big box-office.

SOMEONE must have won that \$2,900 Foto-Nite Jackpot, as I no longer see these enticing figures in the Allied Theatres advertisement in the dailies.

I missed going to two events that I was anticipating, the Famous Players' Picnic, and the marriage of Mr. and Mrs. Dan Krendel's daughter, Janet.

Joseph Marks, returning from a Filmmakers conference in Chicago, tells me that there is a theatre there called Wood's, seats about 800 and which is open twenty-three hours a day, closing only between 6 to 7 a.m. to give the charwomen an opportunity to clean the place.

Famous Players' 25-Year Club New Inductees

Allen, Gurston, Sr. Executive, Premier Operating Corp., Toronto.
Allen, Max, Theatre Supervisor & Associate, Premier Operating Corp., Toronto.
Anderson, Mrs. Elsie E., Matron-Cleaner, Park, Cobourg, Ont.
Bannon, Florrie, Secretary, Premier Operating Corp., Toronto.
Cohn, Abby, Theatre Manager, Mount Dennis Theatre.
Geisel, J. G., Projectionist, Capitol, Kitchener, Ont.
Hall, G. A., Relief Manager, B. & F. Theatre Circuit, Toronto.
Hartnett, W. H., Projectionist, Regent, Ottawa, Ont.
Heggie, John, Booker, Head Office, Toronto.
Hudson, Vernon, Manager, Capitol, St. Catharines, Ont.
Jones, G. H., Projectionist, Tivoli, Toronto.
Killman, L. J., Projectionist, Tivoli, Hamilton, Ont.
King, Irene, Secretary, Capitol-Palace, Cornwall, Ont.
Kuhn, Arthur, Doorman, Capitol, Cornwall, Ont.
Krendel, Dan, District Manager, Ontario Div. H.O., Toronto.
Lamoureux, Ed. C., Manager, Palace, Windsor, Ont.
Leslie, Leonard A., Accountant, Head Office, Toronto.
Markell, Clarence, Partner, Capitol-Palace, Cornwall, Ont.
Marriott, Clarence, Projectionist, Palace, Guelph, Ont.
McAlister, John, Treasurer, General Theatre Supply Co., Toronto.
Montpetit, H., Maintenance, Capitol, Cornwall, Ont.
Morley, Frederick, Asst. Insurance Officer, Head Office, Toronto.
Musclow, William, Projectionist, Lyric, Kitchener, Ont.
Ridley, I. C., Janitor, Capitol, London, Ont.
Scandrett, Earl, Manager, Royal, Woodstock, Ont.
Shaw, Mrs. Jean, Cleaner, Bloor, Toronto.
Sills, Harvey E., Manager, Capitol, Wallaceburg, Ont.
Summerville, Wm. A. Jr., Asst. Managing Director, B. & F. Theatre Circuit, Toronto.
Sweetman, M., Projectionist, Capitol, Galt, Ont.
Trudell, William K., Manager, Capitol, London, Ont.
Tyro, Archibald, Projectionist, Capitol, Cornwall, Ont.
Wallace, Harry B., Asst. Real Estate Officer, Head Office, Toronto.
Whitham, Albert V., Manager, Palace, Cornwall, Ont.
Shaw, Sidney Earl, Projectionist, Capitol, London (deceased Jan., 1953) Listed for posthumous recognition.

WOOD'S was showing *The Moon Is Blue*. Joe tells me he attended the 11:30 p.m. show, which had almost a full house, and that at 1:30 a.m. there was a line-up waiting to get in. Price \$1.25, all day and all night long. Advertised, adults only. The theatre uses three shifts. The picture is a U-A release.

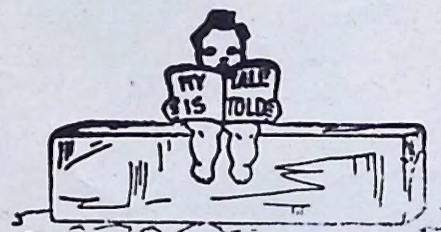
It is reported that *The Holy Father, Pope Pius XII*, stepped down from his Papal Throne, during a general audience, Vatican City, June 24th, to speak to Gary Cooper. There were 5,000 pilgrims, among which Gary Cooper was one.

Cooper is on vacation, visiting Rome with his wife and daughter.

J. B. TIMMINS & CO., Toronto stock-brokers, report that June dividends are the highest for any June in history. They total \$80,240,997, and in June, 1952, the total was \$78,111,654; in 1951 for June, \$72,032,286. Payments for last six months are \$265,396,467. About four million down from the first six months of 1952.

All of these dividends cannot be going into TV sets and cars, some must be left to spend in our theatres, even if more than 1,000,000 Canadians are expected to buy *Canada Savings Bonds* in October, when the eighth series goes on sale.

Finance Minister D. C. Abbott stated that Canadians bought \$372,000,000 of the seventh series. \$180,000,000 last year were sold on the payroll savings plan.



MGM SHOWMANSHIP

Al Smith, Capitol, Hamilton, took advantage of the local appearance of London's Festival Ballet Company with *Anton Dolin*, Artistic Director, by arranging newspaper coverage, and a lobby piece announcing the fact that this company would soon be seen in "NEVER LET ME GO", MGM, his next attraction.

W. E. (Bill) Winterton, Capitol, Saskatoon, for his engagement of "THE CLOWN", MGM, tied in with the *Red Skelton* broadcast over Station CFQC. In exchange for a lobby piece he received free spot announcements starting two weeks prior to his opening.

Eddie Newman, Metropolitan, Winnipeg, took full advantage of MGM Records tie-in on "I LOVE MELVIN", and secured several outstanding windows in record shops around the city. He arranged a special lobby display and continuous playing of records weeks ahead of his opening.

FAMOUS PLAYERS
CANADIAN CORP.
ANNUAL PICNIC

St. Andrew's Golf Club

Toronto

TUESDAY, JUNE 23rd

TOP: New inductees of Famous Players' Twenty-Five Year Club with J. J. Fitzgibbons, Morris Stein and R. W. Bolstad.



ABOVE, Left to Right: Billy Summerville, Jr., Sam Bloom and George Hall.

CENTRE, Left to Right: J. J. Fitzgibbons, Dan Krendel and R. W. Bolstad.



ABOVE, Left to Right: Gurston Allen, Jules Allen, Mrs. Jule Allen and Morris Stein.

BOTTOM, Left to Right: J. J. Fitzgibbons, R. W. Bolstad and Mrs. Sidney Shaw.



VANCOUVER
SMASHED ALL
RECORDS!

OTTAWA
ALL TIME
RECORD!

TORONTO
HEADING FOR 2nd
ALL-TIME RECORD
WEEK!

CALGARY
ALL-TIME
RECORD!

HALIFAX
NEW 6-DAY
RECORD!

EDMONTON
HEADING FOR ALL
TIME RECORD
WEEK!

LONDON
ALL-TIME
RECORD!

WINNIPEG
BROKE ALL REGULAR
ADMISSION PRICE
RECORDS!

SASKATOON
HEADING FOR ALL-
TIME RECORD
WEEK!

ST. JOHN
ALL-TIME
RECORD
4 DAYS!

VICTORIA
GREATEST
RECORD-BREAKING
WEEK!



BREAKING ALL RECORDS

IT'S THE SAME RIGHT ACROSS THE COUNTRY

"A QUEEN IS CROWNED"

**BOOK
NOW!**

Color by TECHNICOLOR

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

WIRE, PHONE OR WRITE

Twentieth Century-Fox's Desert Rats Seen By Army Officials

Special screening of "THE DESERT RATS", in Ottawa, for the Department of National Defence, recently, was a tremendous success.

The Odeon Theater was bedecked with the British Coat of Arms, flags and other extensive decorations in honor of Queen Elizabeth—this provided a perfect setting for the event.

The theatre was filled to capacity—1540 people. Invitations were printed and mailed by the Department of National Defence from their Public Relations Office to all top brass and important government personnel. A bulletin was distributed to all Commissioned and Non-Commissioned officers stationed in the Department of National Defence Headquarters. Comment cards were prepared and handed to the most important people present.

General Simonds, Officer Commanding the entire Canadian Army, was most enthusiastic in his comments and directed the Officers Commanding each of the five Canadian Military Districts to give Fox and the Odeon Theatres every assistance and co-operation in their respective situations.

Captain Acland, original 8th Army veteran, who was stationed in Trobuk at the time of the engagement and who was the studio's technical advisor during the filming of "THE DESERT RATS", spoke. He is now stationed in Ottawa, D.N.D., Military Headquarters — the Canadian Army's Chief Photographer. The 2nd Signal Regiment's Trumpet Band played for 45 minutes prior to the opening of the picture.

MGM TO PRODUCE IN CANADA

The vanguard of a movie crew of sixty arrived at Jasper Park Lodge in Jasper, Alberta, for shooting of the film "Rose Marie", starring Ann Blyth, Howard Keel and Bert Lahr. First CinemaScope production to be made by MGM, the entire picture will feature Jasper National Park's lakes and mountains.

U.A.'S KRANZE DRIVE

The United Artists Bernie Kranze TWENTY-SIX WEEKS DRIVE finished on June 20th. In the final week of the Drive, Canada's billings reached an all time record for the thirty-four year operating history of the company, the Canadian branches billing 400% of quota! The six Canadian branches competed against the twenty-six American branches in the Bernie Kranze Drive and in the final standings a most creditable showing will have been made with probably at least three of the six Canadian branches finishing up in the prize money.

Canada contributed to a very great extent in the week ending June 20th being the greatest week in the history of United Artists, U.S.A. and Canada combined, this particular week being the first week in the history of the company where the billings exceeded one million dollars!

It can now truly be said that United Artists has regained its former position among the major distributors.

INFERNO

"Inferno," initial three dimensional motion picture to be presented by 20th Century-Fox, filmed in color by Technicolor, and with Stereophonic directional sound, will go into release on July 15, the film company announced.

One of the first 3-D films to utilize natural out-of-doors settings in the unfolding of the screen play, "Inferno" was filmed in the heart of the Mojave Desert capturing its wild life and rugged terrain. Exciting effects such as a rock slide and a 900-foot descent into a canyon, have been filmed.

WARNERS "HONDO" FIRST FILM IN THREE-IN-ONE CAMERA

Warner Brothers have scored another "first" in film history—their three-in-one camera—perfected for photographing conventional "flat" pictures, three dimensional movie or wide-screen features in both two and three dimensions.

First film to be photographed with the new camera will be "Hondo", starring John Wayne. Like the pioneering "House of Wax," it will be made in three-dimensions.

Jack L. Warner, who heads the studio which gave the world its first talking picture, announced in New York that the new all-media camera was developed in the company's Burbank, Cal. studios under direction of Al Tondreau, head camera research engineer.

"Our new camera wraps up in one compact package the most important technical advances in picture production," Warner said. "Everything we have learned through the years about producing two and three-dimensional films, plus many years of wide-screen research, have gone into the design of this technical work of art."

The camera contains twin lenses whose optical centres can be brought as close together as one and one-eighth inches. This interaxial distance is believed the smallest yet achieved without light loss in practical three-dimensional motion picture photography. Among other things it permits photographing closeups from a distance of only three feet without distortion.

For the company's new WarnerScope wide-screen process, the camera is fitted simply with compressive lenses. Compensating lenses on moviehouse projectors then would decompress the images for the wider, curved screens.



The above pictures were taken at the 7th annual MANITOBA MOTION PICTURE EXHIBITORS ASSOCIATION meeting held at the Marlborough Hotel, June 15th, with a number of Manitoba exhibitors shown. On the right are: S. R. Miles, President; Nat A. Taylor of Toronto, guest speaker, and immediate past president David Rothstein.

VANCOUVER NEWS

By JACK DROY

Toffee-Bird circuit moved Doug White from the Port Moody theatre to the Ruskin Drive-in theatre, near Haney, in the Fraser Valley. Bob Kelly, former manager of the concession department (now discontinued) will act as relief manager for Odeon circuit managers for summer vacations.

The big news here this week is the smash business being done on the Coronation films. "Queen is Crowned," the JARO release in Technicolor, and "Elizabeth is Queen," in Warnercolor, Vogue-Plaza and Strand, had crowds lined up from opening to closing, playing at regular prices.

A lack of Technicolor prints of A Queen Is Crowned, forced the Vogue and Plaza, Odeon houses, to bicycle one print between the two theatres which are a block apart. No blackouts to date.

Peter Barnes of Toronto, has taken over two theatres in Washington State near the Canadian-U.S. border. The two small seaters are at Orville and Okanagan, Washington. It's also reported that Barnes will build a drive-in at Orville which would cater to patrons from Canada on Sundays.

Beverley Clark, of Famous Players Publicity Department on the sick list, with throat trouble. Brent Kelly, manager of Odeon-Olympia, and Nellie Gath of Famous Players district office, are on vacations.

Gordon Brewerton, owner of the Mayfair and Roxy in Cardston, Southern Alberta, is building a 300-car drive-in near the town to open in July. Bill Pilkie has opened his 575-seat Inglewood theatre in Edmonton, Alberta, located in a suburban zone.

Bill Finnegan, formerly with Odeon Circuit, in Eastern Canada, is the new assistant manager to Ivan Ackery, at the Orpheum, replacing Art Lorimer, who was promoted to manager of the suburban Kitsilano in Vancouver.

Projectionists Local 348, had a special meeting with a pension plan for booth workers up for discussion. Nothing definite was decided, with another meeting planned.

The Odeon-Park theatre have cut out Monday night sneak previews due to the reduced schedules of Hollywood distributors. Bidwell McCormack, RKO field man, was in town lining up publicity on "Peter Pan" which opened at the Capitol this week.

TRADE headlines



Janet Lillian Krendel, daughter of Mr. and Mrs. Dan Krendel married Samuel Landau, Sunday, June 28th, Toronto.

Nancy Lorie Nathanson, daughter of Henry L. Nathanson and the late Mrs. Lillian Nathanson married Ralph Florence of Peterboro, Ont.

Margaret Daley, wife of Tom Daley, manager at the University theatre, Toronto, died suddenly at her home on June 29. Funeral services were held Tuesday. Interment, Mount Hope Cemetery.

Fred Fink and Sam Ulster, co-partners at the Astor theatre, Toronto.

It Came From Outer Space, 3-D, Wide-Screen and Stereophonic Sound rings up a first for Empire-Universal Films and Loew's Uptown theatre, Toronto.

Variety ball game at Maple Leaf Arena, Monday, June 29th, nets more than \$50,000 for Variety Village.

Nord process, which presents 3-D pictures through one projector and on a single strip of film, invented by Roy Clapp of Minneapolis. Demonstration to New York trade recently, verdict as good as any other 3-D process shown. Only one print used.

Dan Krendel quotes one better than the old quote, and this is it: "A man is known by the Company that keeps him."

George Stevens and Leo McCarey, producer-directors, associated with newly-formed Roach-Gold productions.

The Soviet reports that it has 3-D without the use of glasses, tested and proved in Moscow. Soon to be shown in London and Berlin.

Latest report states that there will be 91 fewer pictures available for release Jan., 1954, there were same time 1953.

Stanley Kramer's, The 5,000 Fingers of Dr. T., gets A1 press reviews, a Columbia release.

Warner Bros., set up 1,422 saturation dates for, "The Beast From 20,000 Fathoms."

CAPITAL STORY

By BILL McLAUGHLIN

Harold G. Cardo, veteran projectionist and well-known here and throughout the Ottawa Valley, died recently in a local hospital after a short illness. The late Mr. Cardo was one of the group, including his brother, T. Cardo of the

Elmdale Theatre, which started cranking projection machines when films were in their infancy over 37 years ago. A charter member of the IATSE local 25, Harold was projectionist at the O'Brien Opera House in Renfrew, Ont., for 15

years, and more recently at 20th Century's Elgin and Imperial Theatres in Ottawa. He leaves a widow, two sons and three daughters.

A Queen Is Crowned played to capacity during the 14 days of its run at the Odeon Theatre. Manager Jimmie Chalmers replaced the historical J. Arthur Rank feature after the 14th day with the 20th Century-Fox drama, *Titanic*.

Casey Swedlove, operator of the Glebe Theatre, had the co-operation of Joe Feller's Men's Shop in his advertising campaign for the Great Morton. Famed Hypnotist placed a girl under his spell in Feller's Rideau Street windows, where she remained until Morton awakened her some 12 hours later on the Glebe stage opening night. The engagement was for one week, with one show daily at 8:30 p.m., and it attracted turn-away crowds at each of the six performances.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Peter Pan (RKO) Technicolor.

LOEW'S
Second Week. Never Let Me Go (MGM) with Clark Gable.

UPTOWN
It Came from Outer Space (E-U) with Richard Carlson, 3-D, Wide-Screen, Stereophonic sound.

SHEA'S
Second Week. By the Light of the Silvery Moon (WB) Technicolor with Doris Day.

EGLINTON
Man On A Tightrope (20th-Fox) with Fredric March.

UNIVERSITY
Man On A Tightrope (20th-Fox) with Fredric March.

NORTOWN
Trouble Along The Way (WB) with John Wayne.

ODEON-CARLTON
Titanic (20th-Fox) with Clifton Webb.

HYLAND
Ninth Week. Moulin Rouge (UA) Technicolor with Jose Ferrer.

INTERNATIONAL CINEMA
Laughter in Paradise (IFD) and Quiet Weekend (IFD).

TOWNE CINEMA
Cyrano de Bergerac (UA) with Jose Ferrer.

DOWNTOWN
Split Second (RKO) with Stephen McNally.

MONTREAL

CAPITOL
Desert Legion (E-U) Technicolor with Alan Ladd.

LOEW'S
Second Week. Moulin Rouge (UA) Technicolor with Jose Ferrer.

PALACE
Sombbrero (MGM) Technicolor with Ricardo Montalban.

SNOWDON-OUTREMONT
Taxi (20th-Fox) and Eight Iron Men (Col.).

PRINCESS
Fort Ti (Col.) 3-D Technicolor with George Montgomery.

ORPHEUM
Camille (MGM) with Greta Garbo.

IMPERIAL
The System (WB) with Frank Lovejoy.

WINNIPEG

CAPITOL
Peter Pan (RKO) Technicolor.

ODEON
Second Week. A Queen Is Crowned (JARO) Technicolor.

GAITY
The Hitch-Hiker (RKO) with Edmond O'Brien.

VALOUR
All This, and Heaven Too (WB) with Bette Davis.

LYCEUM
Split Second (RKO) with Alexis Smith.

DOMINION
Ma and Pa Kettle on Vacation (E-U) with Marjorie Main.

GRAND
Fort Vengeance (AA) Color and White Lightning (AA).

MET
Sangaree (Para.) 3-D Technicolor with Fernando Lamas.

GARRICK
The Thief of Venice (20th-Fox) with Maria Montez.

RIALTO
Kid Monk Baroni (Alliance) with Richard Rober and Wall of Death (Alliance) with Maxwell Reed.

VANCOUVER

VOGUE
Third Week. A Queen Is Crowned (JARO) Technicolor.

CAPITOL
Peter Pan (RKO) Technicolor.

STRAND
Sangaree (Para.) 3-D Technicolor with Fernando Lamas.

ORPHEUM
The Desert Song (WB) Technicolor with Kathryn Grayson.

CINEMA
Cry of the Hunted (MGM) and Captive Women (RKO).

STUDIO
Ninotchka (MGM) with Greta Garbo.

PLAZA
Take Me to Town (E-U) Technicolor with Ann Sheridan.

PARADISE
Kansas Pacific (AA) Color and Hiawatha (AA) Color.

CAPITOL
Small Town Girl (MGM) Technicolor with Jane Powell.

PALACE
Peter Pan (RKO) Technicolor.

GRAND
Law and Order (E-U) Technicolor with Ronald Reagan.

UPTOWN
Titanic (20th-Fox) with Clifton Webb.

STRAND
The System (WB) and A Slight Case of Murder (WB).

CALGARY

CAPITOL
Peter Pan (RKO) Technicolor.

PARAMOUNT
The Girls of Pleasure Island (Para.) Technicolor with Leo Genn.

STRAND
Take Me to Town (E-U) Technicolor with Ann Sheridan.

SAINT JOHN

CAPITOL
Peter Pan (RKO) Technicolor.

PARAMOUNT
The Girls of Pleasure Island (Para.) Technicolor with Leo Genn.

STRAND
Take Me to Town (E-U) Technicolor with Ann Sheridan.

Prize-Winners at Famous Players' Picnic, Toronto

GOLF—MEN
LOW GROSS 1st Andy Rouse; 2nd Len Bishop.
LOW NET 1st Harry Wallace; 2nd Robbie Robinson.

GOLF—LADIES
LOW GROSS Peggy Fuller.
LOW NET Helen Heggie.

LARGEST NUMBER OF STROKES ON HIDDEN HOLE
Gerry Smith

LOWEST NUMBER OF STROKES ON HIDDEN HOLE
Peggy Fuller

JELLY BEAN® GUESSING CONTEST:
1st prize—General Theatre Supply Radio
WINNER—Lisa Gaudet.
2nd prize—Super Puff Popcorn Popex Unit
WINNER—Vicki Jones
3rd prize—Menzies & Dewart Gift Box
WINNER—Tom Chatfield

FIELD EVENTS
Executives, Officers and Dept. Heads' Contest

1. R. W. Bolstad
2. Cliff Yonson
3. Charlie Dentlebeck
Ladies' Open Shoe Kick

1. Marion Bennett
2. Vicki Jones
3. Isobel Andrew.
Men's Open Balloon Race

1. Archie Tyo
2. Don Rawley
3. Earl Gordon
Famous Couple Race

1. Jean Green and Don Boyle
2. June Bishop and Archie Mercer
3. Mary Wells and Bob Chalmers
Men's Open Shoe Kick

1. Don Boyle
2. Jack Chaplin
3. Bob Chalmers
Married Women's Contest

1. Gertrude Roach
2. May Sage
3. Bea Robinson
Patch Race

1. Janet Krendel and Sam Landau
2. Mildred Martin and Jack Geisel
3. Vicki Jones and Harry Vowles
Single Girls Bowling Contest

1. Betty Griss
2. Carol Ireland
3. Marion Bennett
Plate Race

1. Mary Wells and Eddie Lamoureux
2. Isobel Andrew and Archie Mercer
3. Flora Near and Don Rawley
Cinderella Race

1. Eileen Speed and Don Boyle
2. Elizabeth Bell and John Heggie
3. Mrs. Geisel and Harry Vowles



Roars First, July 6, at Downtown, Toronto, and 5 Others Day-and-Date!

WARNER BROS.' SCREAMING AREA-BY-AREA EXPLOITATION SATURATION IS SET TO BEGIN! GET YOUR DATE IN NOW! NOW! NOW! SEE THE PRESSBOOK NOW! SEE THE TOWERING 10-FOOT LOBBY DISPLAY! (IT'S ANIMATED! IT HAS SOUND, 'SMOKE', FLASHING LIGHTS!) SEE THE SMASH ADS! SEE THE TWO FREE TEASER TRAILERS! SEE THE CIRCUS HERALD! SEE THE STUNTS!

"THE BEAST FROM 20,000 FATHOMS" STARRING PAUL CHRISTIAN • PAULA RAYMOND • CECIL KELLAWAY
KENNETH TOBEY • JACK PENNICK Screen Play by LOU MORHEIM and FRED FREIBERGER
Photography by Jack Russell, A.S.C. • Associate Producer BERNARD W. BURTON • Technical Effects Created by RAY HARRYHAUSEN • Music by David Buttolph • Produced by HAL CHESTER and JACK DIETZ
Directed by EUGENE LOURIE • Distributed by **WARNER BROS.**

**SEE WARNER SHOWMANSHIP
SHOW THE WAY AGAIN!**